

SCORE.org/Manasota
941.955.1029

Social Media Basics with Innovative Strategies

Presenter:

Angelica Kennedy, MEd, MA

The *Social* **Media**

Professor



SCORE 

FOR THE LIFE OF YOUR BUSINESS

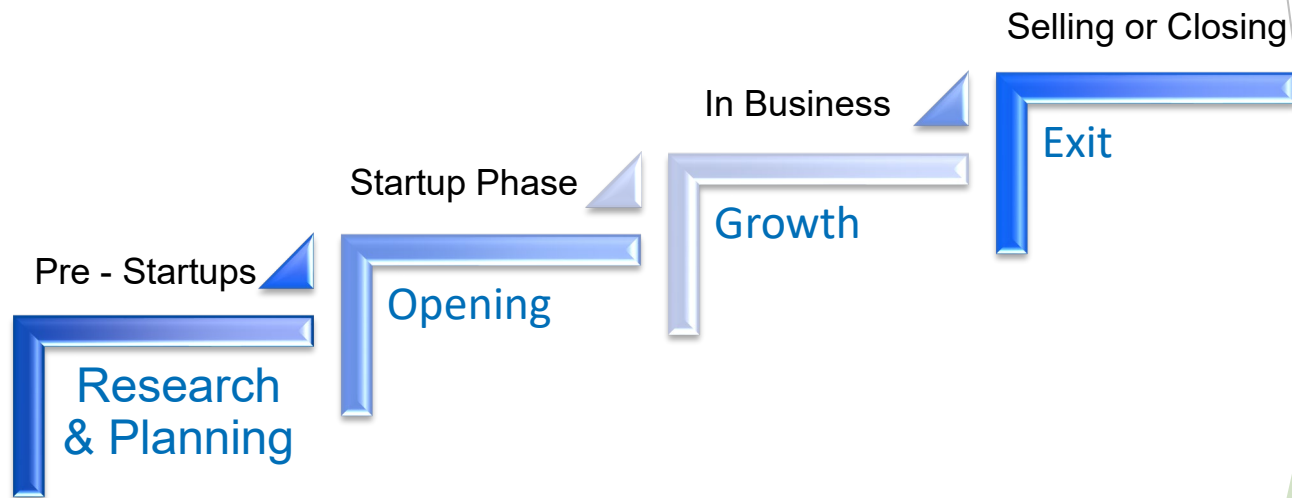
What is SCORE:

- A nationwide nonprofit organization that is an independent resource partner of the U.S. Small Business Administration (SBA)
- SCORE provides America's small businesses with **free**, confidential business **mentoring** (in-person and online) and **business educational services**: local workshops and 24/7 online resources at 300+ chapters nationwide with 10,000+ volunteers
- With nearly 90 volunteers, SCORE Manasota has served Manatee and Sarasota Counties for 50+ years (excluding North Port, which is served by the Port Charlotte chapter).
- Our Chapter has recently been recognized as the National Chapter of the Year for mid-sized markets.

Since its founding in 1964, SCORE has assisted over 11 million clients and small businesses throughout the USA



Successfully Navigate The Business Process: Wherever you are in your business cycle, SCORE can help



ACHIEVE YOUR BUSINESS SUCCESS:
SCORE's team of volunteer mentors,
motivate and guide you along your business path.



Thank you to the SCORE Manasota Sponsors and Community Partners!

Sponsors



Community Partners

- Career Source Suncoast
- Community Entrepreneur Opportunity
- Florida Department of Revenue
- Golden Herald Awards
- Greater Sarasota Chamber of Commerce
- Manatee Chamber of Commerce
- Manatee County Government
- Manatee Technical College
- Robert L. Taylor Community Complex
- Sarasota County Government
- State College of Florida
- SWAT Networking
- University of South Florida
- Venice Area Chamber of Commerce
- Women's Resource Center



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Introduction

- Background
- Current Experience
- Future Goals

Angelica Kennedy, MEd, MA

Objectives

By the end of this session, you will:

- Understand social media fundamentals
- Explore innovative strategies
- Begin creating your social media strategy plan

Why Social Media Matters

Social media provides:

- Increased visibility
- Direct customer feedback
- Cost-effective marketing channels



Choosing the Right Platforms

Focus on where your audience spends their time:

- Instagram: Visual brands, E-Commerce
- LinkedIn: B2B
- TikTok: Younger audiences
- Facebook: Community engagement



Content Creation Essentials



Promotional



Educational



Entertaining



Tip: Balance your
content mix!

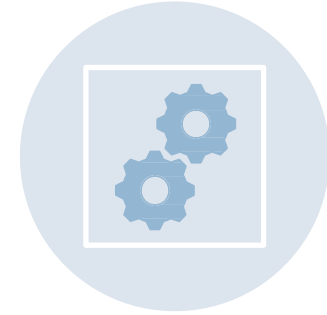
Content Calendar Planning



1. IDENTIFY KEY DATES



2. PLAN CONTENT THEMES



3. SCHEDULE WITH TOOLS (E.G., BUFFER)

Editorial Calendar - mid Q3, 2020

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	A	B	C	D	E	F	G	H
1	Date		Title	Publishing date	Post type	Status	Responsible	Owner
7	Fri	7-Aug						
8	Sat	8-Aug	Top 10 secrets to make the best fresh	Saturday, Aug 08	Blog post	To Do	Joey Clark	Michael Jennings
9	Sun	9-Aug	New Juices #1	Sunday, Aug 09	Graphic	In progress	Steff Richards	Michael Jennings
10	Week 33							
11	Mon	10-Aug						
12	Tue	11-Aug	Guess the ingredients #1	Tuesday, Aug 11	Graphic	Ready for approval	Joey Clark	Michael Jennings
13	Wed	12-Aug		Wednesday, Aug 12	Text	In progress	Steff Richards	Michael Jennings
14	Thu	13-Aug		Friday, Aug 14	Text	To Do	Steff Richards	Michael Jennings
15	Fri	14-Aug		Saturday, Aug 15	Link	To Do	Steff Richards	Michael Jennings
16	Sat	15-Aug		Saturday, Aug 15	Share	In progress	Joey Clark	Michael Jennings
17	Sun	16-Aug						
18	Week 34							
19	Mon	17-Aug	New Juices #2	Monday, Aug 17	Graphic	Ready for approval	Steff Richards	Michael Jennings
20	Tue	18-Aug	Guess the ingredients #2	Tuesday, Aug 18	Graphic	Ready for approval	Joey Clark	Michael Jennings
21	Wed	19-Aug	How To Juice Ginger With and Without Juicer	Wednesday, Aug 19	Link Blog	Ready for approval	Steff Richards	Michael Jennings
22	Thu	20-Aug	8 Easy Juice Recipes to Get You Started Juicing	Thursday, Aug 20	Link Blog	In progress	Steff Richards	Michael Jennings
23	Fri	21-Aug	New Juices #3	Friday, Aug 21	Graphic	In progress	Joey Clark	Michael Jennings

Innovative Strategies



Micro-Influencer
Collaborations



User-Generated
Content



Automation and AI
tools



Social Commerce

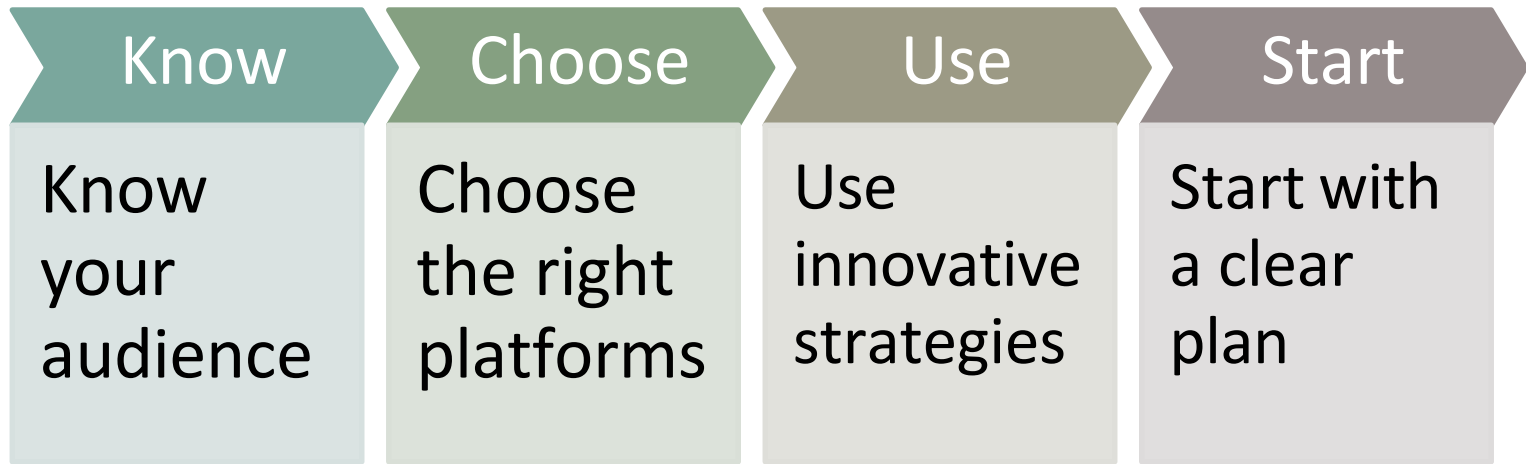
Hands-On Activity

Start your Social Media Strategy Plan:

1. Identify your audience
2. Select platforms
3. Set goals
4. Brainstorm content
5. Plan first posts



Q&A and Takeaways



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LinkedIn



AI

Thank you!

Score.org/Houston



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Visit **SCORE.org/Manasota**



Request a Mentor

Don't have the time to browse mentor profiles? – Fill out the mentoring request form, and we will pair you with a mentor and assist you in setting up a free mentoring appointment.

[REQUEST MENTOR >](#)



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QUESTIONS?



**Scan to apply
for a mentor**

Thank You!

- ▶ Help Us Help You:
 - ✓ Please complete the survey
 - **What can we improve?**
 - **What other topics are you interested in?**
 - ✓ Refer Manasota SCORE to those
 - Who may benefit from our programs
 - Seeking volunteer opportunities

